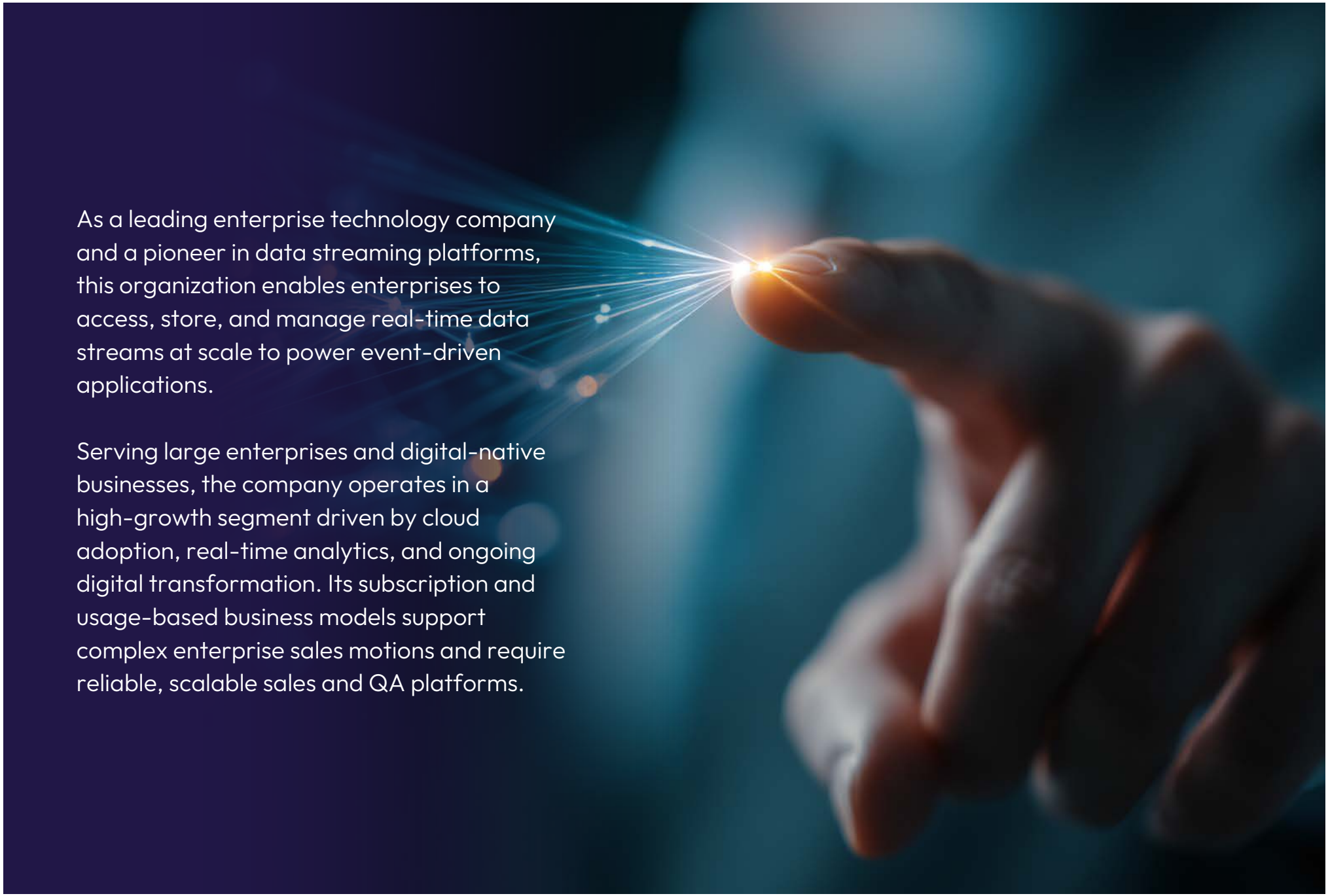
Case Study

brillio

Modernizing Salesforce QA to Reduce Manual Test Effort by 25%

Driving Efficiency and Release Confidence for a Global Data Streaming Leader



As a leading enterprise technology company and a pioneer in data streaming platforms, this organization enables enterprises to access, store, and manage real-time data streams at scale to power event-driven applications.

Serving large enterprises and digital-native businesses, the company operates in a high-growth segment driven by cloud adoption, real-time analytics, and ongoing digital transformation. Its subscription and usage-based business models support complex enterprise sales motions and require reliable, scalable sales and QA platforms.

Keeping Quality Engineering in Step with Rapid Growth

Operating in a high-growth SaaS environment, the client was managing the operational demands of rapid scale. Real-time data streaming was becoming increasingly mission-critical for customers, while internal expectations around speed, accuracy, and scalability in sales operations continued to intensify.

Simultaneously, the business was overseeing increasingly complex subscription, usage-based, and enterprise pricing models. Salesforce and CPQ remained central to the quote-to-cash lifecycle, elevating the importance of efficient and reliable QA processes.

The existing testing lifecycle required substantial manual authoring effort and presented an opportunity to enhance regression responsiveness and broaden access to automation across QA and business teams. To support sustained growth, the organization required a more scalable, structured, and accessible approach to quality engineering.

> As the business scaled, traditional testing approaches began to show signs of strain.

A Strategic Partner for Scalable Salesforce Transformation

Closely aligned with the client's business requirements, bringing together relevant digital capabilities, innovation, and business-focused execution, Brillio was selected as a strategic Salesforce partner based on the strength and maturity of its Salesforce practice and its demonstrated experience delivering Salesforce CPQ implementations.

Brillio's Summit Partner status with Salesforce further reinforced platform credibility. Just as importantly, the engagement model positioned Brillio to act as a long-term transformation partner, supporting the client beyond a single implementation phase.

> Platform depth and execution discipline positioned Brillio as the partner of choice.

Embedding Intelligence into the QA Lifecycle

A QA automation approach was designed to enhance the traditional testing lifecycle by embedding AI, automation frameworks, and self-service capabilities across quality engineering workflows.

The solution incorporated end-to-end AI augmentation using Glean, CRT, and qTest. AI capabilities were used to interpret Jira requirements and generate test cases, helping reduce manual authoring time. Natural-language prompts made it possible for UAT and business users to run curated regression packs without requiring automation expertise, expanding access to automated testing.

LLM-based record-and-playback capabilities enabled the rapid creation of business flows using BDD-style scripts, while AI-led hotspot analysis helped identify regression-prone functional areas and trigger targeted test reruns.

> An automation-led model to reduce manual effort and expand self-service testing.

Expanding Automation Beyond Specialists

A key focus of the initiative was extending automation beyond a small group of specialists. The new model enabled broader teams, not just automation engineers, to leverage automated testing capabilities as part of their day-to-day workflows.

UAT and non-automation QA users gained the ability to independently trigger regression batches, reducing reliance on centralized teams. QA engineers began using AI as a co-pilot to support daily authoring, validation, and optimization activities. In parallel, “recipe scripts” helped accelerate scenario creation and test data generation for BSAs and manual QA users, reducing setup time and improving accessibility.

This shift helped embed automation more deeply into the organization’s quality engineering practices.

> The initiative focused on making automation accessible across QA and business teams.

Building for Scale and Governance

To support long-term scalability, the solution builds on established Salesforce QA frameworks and governance mechanisms. Copado and CRT frameworks enabled functional and BDD-style automation, while a dedicated GitHub-based regression suite supported reusable assets and code governance.

Mature CI/CD pipelines enabled scheduled, smoke, and ad-hoc execution across environments, providing consistent execution pathways. Glean served as the unified AI interface for authoring, regression, and flow creation, helping standardize the user experience across teams.

> The solution was anchored on proven frameworks and strong engineering discipline.

Structured Execution for Sustainable Adoption

Brillio followed a structured rollout model designed to validate value early while supporting sustainable adoption. The engagement began with a focused evaluation of the current QA ecosystem, including manual versus automated coverage, tools, environments, and team skills. This assessment produced a maturity and gap report, a prioritized automation backlog, and a high-level strategy covering scope, tooling, and success metrics.

Hands-on enablement workshops then aligned teams on the automation vision, frameworks, coding standards, and best practices, while building initial scripts using real business flows. Brillio and the client jointly automated critical areas to validate the framework, including CI/CD integration, test management linkage, and dashboard reporting.

Following pilot validation, the program scaled through reusable libraries, standardized templates, and defined ownership models.

> Brillio followed a phased rollout to validate value early and scale with confidence.

Business Impact: Material Efficiency and Stronger Release Confidence

The initiative delivered measurable productivity gains across the QA lifecycle, improving both efficiency and release confidence.

Self-service, natural-language-triggered regression runs helped shorten UAT and release cycles, while continuous, data-backed health checks strengthened confidence in Salesforce releases. Record-and-playback capabilities further enhanced the overall UAT experience by making automated testing more accessible to business and QA teams.

The establishment of a GitHub-based regression suite integrated with CI/CD pipelines reinforced engineering discipline and governance, while supporting a structured path toward approximately 90% automation coverage over time.

Key outcomes include:

~85% reduction
in manual test authoring effort

~25% reduction
in overall QA effort

3,372+ hours
per year saved from automated regression execution

~75% time savings
targeted for NPI validation

> Driving measurable efficiency and release confidence across the QA lifecycle.

ABOUT BRILLIO

Brillio is a digital technology services company that drives AI-first engineering and design-led experiences for global enterprises. Born digital in 2014, its consulting-led services span Customer Experience, Data & AI, Product Engineering, and Digital Infrastructure. With an industry-leading NPS of 71, Brillio accelerates time to market through its proprietary BrillioOne.ai platform, powered by AI-ready talent with deep domain expertise.
Brillio is the official Digital Transformation Partner and the official Data and AI Services Provider of Atlassian Williams Racing. Brillio partners with leading technology providers including Microsoft, AWS, Google Cloud, Salesforce, Adobe, Databricks, and Snowflake and operates with 6,000+ “Brillians” across 15 global delivery centers. Consistently recognized as a Great Place to Work® since 2021, Brillio blends innovation, talent, and purpose to deliver measurable outcomes for clients and fulfilling careers for employees.

https://www.brillio.com/
Contact Us: info@brillio.com